*Heartiest Greetings to the Federation of State Societies*

Subscription $1.00 a Year

# THE BEACH NEWS

Subscription $1.00 a Year

ADVERTISING PAYS — Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma — SUBSCRIBE NOW!

VOL. 2—NO. 40 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, August 22, 1924 | 4829 Saratoga Ave. | FIVE CENTS THE COPY

Souvenir Edition 8 PAGES

## Great Picnic On The Sea Shore

Souvenir Edition 8 PAGES

-Fay R. Smalley, president Federated State societies.

The splendid summer picnic, sponsored by the Federation of State Societies, takes place at Ocean Beach tomorrow, Saturday, August 23, when thousands are expected to avail themselves of a festive day at this glorious seashore resort. Commencing an hour or so before noon there will be amusement in varied forms until late in the evening. Registrations, entertainment, state stunts, speeches, sports with compensating prizes, bathing, dancing and all sorts of jolly picnic pleasantries are planned for the beach outing. Several of the states will compete for prizes for the best, funniest, daintiest or most appealing performances.

**Transportation and Lunch**

Ample and comfortable transportation facilities will be afforded by the San Diego Electric Railway, arrangements having been made by Traffic Manager Fay R. Smalley for special No. 14 cars every few minutes for those traveling by rail. A combination lunch ticket will be sold for fifty cents. This will entitle the holder to a round trip ticket and a specially prepared box lunch. The cares and responsibilities of lunch packing are thus obviated. Souvenir badges containing four coupons, good for coffee, a Ferris wheel ride, a merry-go-round ride and entrance to the dance pavilion will be sold for ten cents. Th stub will contain a place for the owner's name and state and may be retained as a souvenir.

**Dollar a Minute Speeches**

Each political aspirant at the forthcoming election will be given a chance to present his views to the gathering at $1 per minute and there will be plenty of opportunity for members of the state socieitse to play their favorite sons. There will be numerous diversions and amusements for children and grown-ups alike and nothing will be overlooked to make the big beach picnic an unqualified success in every way.

**OFFICIAL PICNIC PROGRAM**

(Contributed for publication in "The Beach News" through the courtesy of Fay R. Smalley, president of the Federation of State Societies.)

* * *

Prof. Onoli's Hawaian Orchestra, from 11 A. M. to 6 P. M.

From 11 A. M. to 1 P. M.—Registration in the Colonade, all States represented and also the British Isles, France, Hawaii, Alaska and Canada.

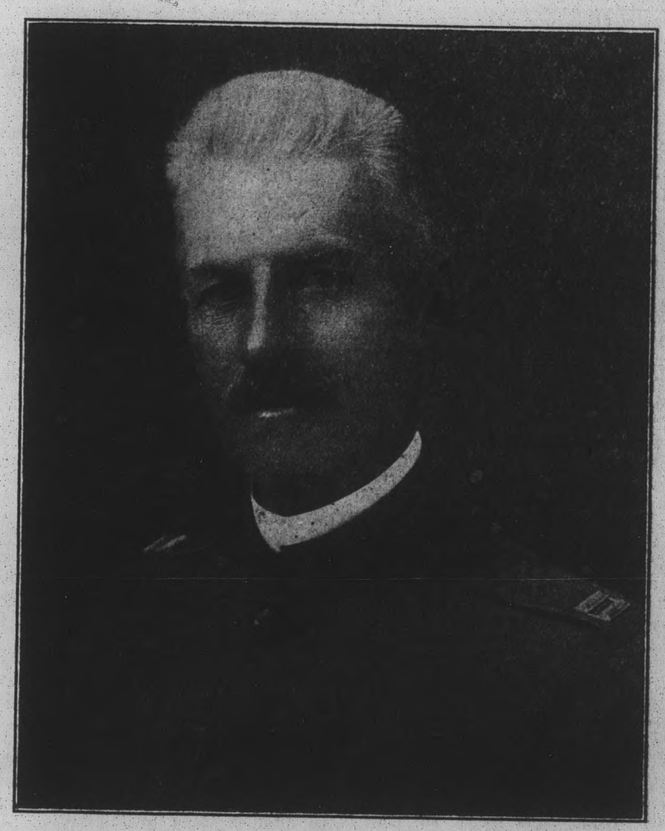
From 12 Noon to 11 P. M.—Lunch will be served on the Beach for those desiring it.

From 1 to 3 P. M.—Speeches by political candidates of San Diego, and Vaudeville acts by members of the various State Societies on a platform built on the sands. Prizes for the best and most unique stunts will be awarded.

From 3 to 5 P. M.—Sports on the Beach. Tug-of-War and Races for boys, girls, men and women. Prizes, for each event.

From 5 to 6 P. M.—Big picnic and special 25c box lunches being served on the beach.

Dancing throughout the evening.



-Capt. T. J. Molinari, executive secretary Federated State societies, and president New Mexico society—picnic chairman.

### PUBLIC SCHOOLS WILL OPEN FALL TERM ON SEPTEMBER 10

Supt. Henry C. Johnson has announced that the San Diego public schools will open for the fall term Wednesday, September 10, with a teachers' institute scheduled for Monday, September 8, and enrollment in all the high schools September 2, 3, 4 and 5.

### MISSION BEACH CO. REPORTS RAPID PROGRESS IN GREAT DEVELOPMENT

At the main offices of the Mission Beach Company, 101 Broadway (Spreckles building), San Diego, an air of most cheerful optimistic activity prevails concerning the splendid progress being made in the first unit of the great development on the popular peninsula, and the same happy omens of growth and prosperity are reflected at the tract office on the boulevard at Mission Beach.

There is a steady and healthy demand for residential sites at the all-year-'round resort, and that pair of affable and efficient sales agents, George L. Barney and Thomas A. Rife, tell a very significant truth when they state that there are only just a limited number of lots to be sold, and the wise investor should act promptly in making selection of a splendid site 'twixt bay and sea.

The newest and biggest bath-house of its kind in the world has taken shape and some portions are ready for roofing. The work will be rushed to completion and this great unit in the wonderful amusement section is just the forerunner of more remarkable activities toward making Mission Beach the most attractive seaside playground in this country.

### Ocean Theatre

Besides local laughs and comedy tomorrow (Saturday) night, Buck Jones, will be seen in "Skid-Proof" at the Ocean Theater. The first of the "Telephone Girl" series has been booked by Manager Ericsson for Sunday night under the startling title of "The Town That Forgot God."

Don't miss it. And also be sure to see "Strangers of the Night," coming as the next mid-week special with an all-star cast.

**Stationery Supplies, Froide's, op. P.O**

### EDUCATIONAL DRAMATICS AT PLAY CENTERS

More than 500 boys and girls have been taking part in the educational dramatics conducted at the seven summer play centers, according to the announcement of the drama department of Community Service which has directed the activity. The children have ranged in age from three to seventeen years and their activity has been the spontaneous dramatization of fairy tales that they lived.

### FIRM BELIEVER IN CONSTRUCTIVE PROGRAM

Clark M. Barnes, candidate for supervisor, has the reputation of getting the thing which he goes after. He never goes into anything without a well thought out program. This invariably brings results. Before entering the race for supervisor he thought out a constructive program for the conducting of county affairs and to this program he pledges adherence.

◆ ◆ ◆

"Bunny" Murray of East San Diego News wants to know if he should vote to Swing Sample or to turn Jennings Luce?

◆ ◆ ◆

**NEW MAIL BOXES**
**Just Arrived**
**H. H. REID & SON**
**5050 Newport Avenue**

**Kodak Films, FROIDE'S. opp. P.O.**

### BERT W. WENRICH SAYS HIS ADS IN THIS PAPER SURELY SELL REALTY

As an advertiser of Ocean Beach property, Bert W. Wenrich stands head and shoulders above all the dozen or so realty agents dealing in beach holdings. He is continuously at it and his advertising, particularly in The Beach News, brings great results, as he voluntarily testifies he has traced the sale of several parcels of choice beach property directly to his special display ads in this paper.

Thank you, Bert. We've always known that "persistent publicity pays" and we wish you much more merited success.

**Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon st., phone Pt. Loma 72-W**

**Kodak Finishing FROIDE'S op. P.O.**

### RICKARD BOSTROM CANDIDATE FOR SUPERVISOR KNOWS ROAD-MAKING

Besides stating his firm conviction that all important questions up for supervisoral decision should previously be made known to the public, Rickard Bostrom, in his candidacy for Supervisor of the First District of San Diego, emphasizes the fact that he has had long and valuable experience in road-making and construction work and in this capacity could save the taxpayers the expense of employing outside advice. His many friends endorse him heartily.

**WISH you all in that HAPPY STATE OF MIND for designs of Posters, Showcards, Signs. C. TOWNSEND BROWN, 4985½ Newport Ave., Ocean Beach.**

### WALTERS BELIEVES IN RE-ADJUSTMENT AND LESS TAXATION

Lower taxes and less legislation is the two-fold platform of Byron J. Walters, prominent local attorney who is seeking election to the State Legislature on August 26. According to his own statement he is "for re-adjustment and lowering of taxes along non-political lines and for less legislation and better legislation."

Mr. Walters realizes as a taxpayer and property owner that the cost of owning property is entirely too high, and that there must be a concerted and honest effort made to reduce taxes and to take them out of the power of juggling politicians.

As a lawyer he realizes the numerous, useless and needless laws on our statute books that have resulted from lack of attention and study on the part of the legislators. He has pledged himself to work diligently for these two principals if elected next Tuesday, and for this fearless stand his friends declare he deserves the support of every voter in this city.

Mr. Walters is married, is head of a family and owns his own home. He is an ex-service man and a member of other civic organizations, and has always taken an active interest in the up-building and growth of our city.

For the information of the State Societies, he hails from the Buckeye State.

**SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.**

### SWING IS ENDORSED BY GREATER SAN DIEGO CLUB OF EAST SAN DIEGO

At a meeting of the Greater San Diego Club of East San Diego, August 19, the following resolution was unanimously adopted.

WHEREAS, The question of water supply for San Diego is now being investigated by the citizens so that there will be a plentiful supply at all times in the future, and

WHEREAS, San Diego city and county without such water supply cannot continue to grow, for in a short time must reach the maximum of water supply obtainable from the "back country," and

WHEREAS, It will then be necessary for San Diego to obtain water from the Colorado River—the only place it can go for an additional supply;

BE IT RESOLVED, That the Greater San Diego Club of East San Diego unanimously endorse the Swing Bill for the construction of the Boulder Canyon Dam and the All-American Canal, and,

BE IT FURTHER RESOLVED: That since without the construction of the All-American Canal by the government it would be impossible for San Diego to obtain water from the Colorado River on account of the great cost and the lack of bonding capacity by the city for such construction, that we endorse the re-election of Phil D. Swing to Congress so that he can "carry on" to success the building of the Boulder Canyon Dam and the All-American Canal; and,

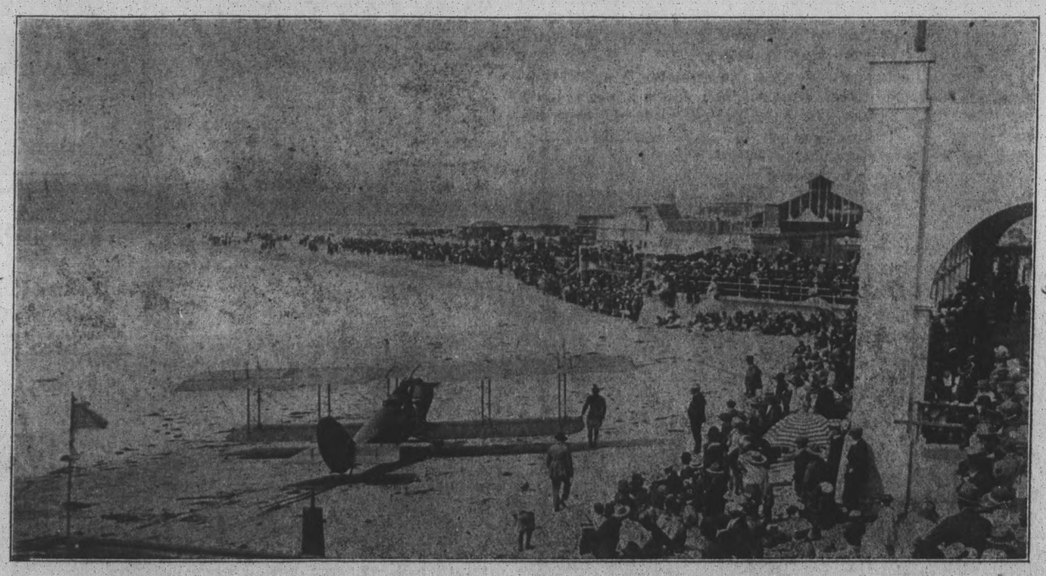
We pledge him our united support and request the voters of San Diego to rally to his support at the polls so that a large majority will show Congress that San Diego is strongly in favor of the construction of the Boulder Canyon Dam and the All-American Canal at the earliest period of time.

ED. L. HEAD, President.
Winifred O. Seasons, Secretary.

**It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.**

### CONCENTRATED HEAT

More and more are people using manufactured gas for cooking and manufacturing purposes. Gas is potential heat manufactured on a wholesale basis and sold in concentrated form at retail. It is one of the greatest labor, time and money savers in the modern home or factory. This accounts for the rapid increase in its use in competition with all other fuels.



Typical Seashore Scene at Ocean Beach.

# The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

women the felt need, and therefore the desire to come to the college."

"If you can't give them anything better than high-school work," said Jim, "that will be so; but if the science and art of agriculture is what I think it is, it would make them hungry for the advanced work that really can't be done at home. To make the children wait until they're twenty is to deny them more than half what the college ought to give them—and make them pay for what they don't get."

"I think you're right," said the professor.

"Give us the kind of schools I ask for," cried Jim, "and I'll fill a college like this in every congressional district in Iowa, or I'll force you to tear this down and build larger."

More nearly happy, and rather shorter of money than he had recently been, Jim journeyed home among the companions from his own neighborhood, in a frenzy of plans for the future. Mr. Hofmyer had dropped from his mind, until Con Bonner, his old enemy, drew him aside in the vestibule of the train and spoke to him in the mysterious manner peculiar to politicians.

"What kind of a proposition did that man Hofmeister make you?" he inquired. "He asked me about you, and I told him you're a crackerjack."

"I'm much obliged," replied Jim.

"No use in back-cappin' a fellow that's tryin' to make somethin' of himself," said Bonner. "That ain't good politics, nor good sense. Anything to him?"

"He offered me a salary of seventy-five dollars a month to take charge of his school," said Jim.

"Well," said Con, "we'll be sorry to lose yeh, but you can't turn down anything like that."

"I don't know," said Jim. "I haven't decided."

Bonner scrutinized his face sharply, as if to find out what sort of game he was playing.

"Well," said he, at last, "I hope you can stay with us, o' course. I'm licked, and I never squeal. If the rist of the district can stand your kind of thricks, I can. And say, Jim"—here he grew still more mysterious—"if you do stay, some of us would like to have you be enough of a Democrat to go into the next convention f'r county superintendent."

"Why," replied Jim, "I never thought of such a thing!"

"Well, think of it," said Con. "The county's close, and wid a pop'lar young educator—an' a farmer, too, it might be done. Think of it."

Jim was almost dazed at the number of "propositions" of which he was now required to "think"—and Bonner's did not at first impress him as having anything back of it but blarney. He was to find out later, however, that the wily Con had made up his mind that the ambition of Jim to serve the rural schools in a larger sphere might be used for the purpose of bringing to earth what he regarded as the soaring political ambitions of the Woodruff family. To split the forces which had defeated Mr. Bonner in his own school district, with the very instrument used by the colonel at the last school election—that, to Mr. Bonner, would be a fine thing.

Jim had scarcely taken his seat in the car, facing Jennie Woodruff and Bettina Hansen in the Pullman, when Columbus Brown, pathmaster of the road district and only across the way from residence in the school district, came down the aisle and called Jim to the smoking-room.

"Did an old fellow named Hoffman from Pottawatomie county ask you to leave us and take his school?" he asked.

"Mr. Hofmyer," said Jim, "—yes, he did."

"Well," said Columbus, "I don't want to ask you to stand in your own light, but I hope you won't let him toll you

"We're Proud of You, Jim."

off there among strangers. We're proud of you, Jim, and we don't want to lose you."

Proud of him! Sweet music to the underling's ears! Jim blushed and stammered.

"The fact is," said Columbus, "I know that Woodruff district job hain't big enough for you any more; but we can make it bigger. If you'll stay, I believe we can pull off a deal to consolidate some of them districts, and make you boss of the whole shooting match."

"I appreciate this, Clumb," said Jim, "but I don't believe you can do it."

"Well, think of it," said Columbus. "And don't do anything till you talk with me and a few of the other boys."

"Think of it" again!

A fine home-coming it was for Jim, with the colonel waiting at the station with a double sleigh, and the chance to ride into the snowy country in the same seat with Jennie—a chance which was blighted by the colonel's placing Bettina and Nils Hansen in the broad rear seat, and Jim in front with himself. The colonel would not allow him to get out and walk when he could really have reached home more quickly by doing so; no, he set the Hansens down at their door, took Jennie home, and then drove the lightened sleigh merrily to the humble cabin of the rather excited young schoolmaster.

"Did you make any deal with those people down in the western part of the state?" asked the colonel. "Jennie wrote me that you've got an offer."

"No," said Jim, and he told the colonel about the proposal of Mr. Hofmyer.

"Well," said the colonel, "in my capacity of wild-eyed reformer, I've made up my mind that the first four miles in the trip is to make the rural teacher's job a bigger job. It's got to be a man's size, woman's size job, or we can't get real men and real women to stay in the work."

"I think that's a statesmanlike formulation of it," said Jim.

"Well," said the colonel, "don't turn down the Pottawatomie county job until we have a chance to see what we can do. I'll get some kind of a meeting together, and what I want you to do is to use this offer as a club over this helpless school district. What we need is to be held up. Do the Jesse James act, Jim!"

"I can't, Colonel!"

"Yes, you can, too. Will you try it?"

"I want to treat everybody fairly," said Jim, "including Mr. Hofmyer. I don't know what to do, hardly."

"Well, I'll get the meeting together," said the colonel, "and in the meantime, think of what I've said."

Another thing to think of! Jim rushed into the house and surprised his mother, who had expected him to arrive after a slow walk from town through the snow. Jim caught her in his arms, from which she was released a moment later, quite flustered and blushing.

"Why, James," said she, "you seem excited. What's happened?"

"Nothing, mother" he replied, "except that I believe there's just a possibility of my being a success in the world!"

1—M. G. Straus, vice-president North Dakota society.
2—Dr. Bruce L. Wallace, president Virginia society.

"My boy, my boy!" said she, laying her hand on his arm, "if you were to die tonight, you'd die the greatest success any boy ever was—if your mother is any judge."

Jim kissed her, and went up to his attic to change his clothes. Inside the waistcoat was a worn envelope, which he carefully opened, and took from it a letter much creased from many foldings. It was the old letter from Jennie, written when the comical mistake had been made of making him the teacher of the Woodruff school. He read only the sentence in which Jennie had told of her father's interest in Jim's success, ending with the underscored words, "I'm for you, too."

"I wonder," said Jim, as he went out to do the evening's tasks, "I wonder if she is for me!"

## CHAPTER XVIII

### Old Man Simms Speaks.

Young McGeehee Simms was loitering along the snowy way to the schoolhouse bearing a brightly scoured tin pail two-thirds full of water. He had been allowed to act as water superintendent of the Woodruff school as a reward of merit—said merit being an essay on which he received credit in both language and geography on "Harvesting Wheat in the Tennessee Mountains." This had been of vast interest to the school in view of the fact that the Simmses were the only pupils in the school who had ever seen in use that supposedly-obsolete harvesting implement, the cradle.

essay had been passed over to the class in United States history as the evidence of an eyewitness concerning farming conditions in our grandfathers' times.

The surnameless Pete, Colonel Woodruff's hired man, halted Buddy at the door.

"Mr. Simms, I believe?" he said.

"I reckon you must be lookin' for my brother, Raymond, suh," said Buddy.

"I am a-lookin'," said Pete impressively, "for Mr. McGeehee Simms."

"That's me," said Buddy. "but I hain't been doin' nothin' wrong, suh!"

"I have a message here," said Pete, "for Professor James E. Irwin. He's what-ho within, there, ain't he?"

"He's inside, I reckon," said Buddy.

"Then will you be so kind and condescendin' as to stoop so low as to jump so high as to give him this letter?" asked Pete.

Buddy took the letter and was considering of his reply to this remarkable speech, when Pete, gravely saluting, passed on, rather congratulating himself on having staged a very good burlesque of the dignified manners of those queer mountaineers, the Simmses.

The note was from the colonel:

"Please come to the meeting tonight, and when you come, come prepared to hold the district up. If we can't meet the Pottawatomie county standard of wages, we ought to lose you. Everybody in the district will be there. Come late, so you won't hear yourself talked about—I should recommend nine-thirty and war-paint."

It was a crisis, no doubt of that; and the responsibility of the situation rather sickened Jim of the task of teaching. Only one thing kept him from dodging the whole issue and remaining at home—the colonel's matter-of-fact assumption that Jim had become master of the situation. How could he flee, when this old soldier was fighting so valiantly for him in the trenches? So Jim went to the meeting.

How could he impose conditions on the whole school district? How could the colonel expect such a thing of him? And how could anyone look for anything but scorn for the upstart fieldhand from these men who had for so many years made him the butt of their good-natured but none the less contemptuous ridicule? Who was he, anyway, to lay down rules for these substantial and successful men—he who had been for all the years of his life at their command, subservient to their demands for labor—their underling?

The season was nearing spring, and it was a mild thawy night. The windows of the schoolhouse were filled with heads, evidencing the presence of a crowd of almost unprecedented size, and the sashes had been thrown up for ventilation and coolness. As Jim climbed the back fence of the schoolyard, he heard a burst of applause, from which he judged that some speaker had just finished his remarks. There was silence when he came alongside the window at the right of the chairman's desk, a silence broken by the voice of Old Man Simms, saying "Mistah Chairman!"

"The chair," said the voice of Ezra Bronson, "recognizes Mr. Simms."

Jim halted in indecision. He was not expected while the debate was in progress. There is no rule of manners or morals, however, forbidding eavesdropping during the proceedings of a public meeting. Therefore he listened to the first and last public speech of Old Man Simms.

"Ah ain't no speaker," said Old Man Simms, "but Ah cain't set here and be quiet an' go home an' face my ole woman an' my boys an' gyuhls withouten sayin' a word fo' the best friend any family evah had, Mr. Jim Irwin." (Applause.) Maybe Ah'll be thought forrard to speak hyah, bein' as Ah ain't no learnin' an' some may think Ah don't pay no taxes; but seein' as how we've took the Blanchard farm, a hundred an' sixty acres, for five yeahs, an' move in a week from Sat'day, we pay taxes in our rent, Ah reckon, an' howsomever that may be, Ah've come to feel that you-all won't think hard of me if Ah speak what we-uns feel so strong about Mr. Jim

(Continued next week)

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

## POLITICS IN COURT

### FORMS BATTLE CRY OF THE JENNINGS' FORCES

"The Courts are the refuge of the people—not the playground of politicians. Elect Jennings" is the cry of the friends and supporters of Judge Lacy D. Jennings, candidate at the primary next Tuesday for the Judgeship of Department Three of the Superior Court, as they prepare for the battle of ballots less than a week away.

Although opposed by an old and strongly-organized political machine, the Jennings campaign committee feel confident that their candidate will win by a handsome majority.

The Jennings forces are making the fight along the single issue of politics in the courts, and declare that no judge, however good his qualifications in other respects, can administer justice wisely and impartially when hampered by devious political alliances. For this stand they appear to find ample justification in the Canon of Ethics of the American Bar Association, framed by its committee of judicial ethics of which William H. Taft, Chief Justice of the U. S. Supreme Court, was chairman. One paragraph of this report reads as follows:

"It is inevitable that suspicion of being warped by political bias will attach to the judge who becomes the active promoter of the interests of one political party or faction as against another."

By the side of this quotation, the Jennings' adherents put one from the San Diego Sun of August 17, 1922, in which Jennings' opponent is quoted as saying over his own signature: "I intend to exercise my right of citizenship by participating in politics."

It is common knowledge, declare Jennings' supporters, that two years ago his opponent, while occupying a place on the bench of the San Diego Superior Court, openly promoted the candidacy of four men, three of them lawyers, and that for ten years or more he has been and is today recognized as the leader and ruler in San Diego county of a statewide political movement.

Jennings' stand on this question of politics in the judiciary is found in his letter to the voters of San Diego county, in which he says:

"As judge of the Superior Court, I will have no political debts to pay and none to collect."

## KEEPING WELL

### THE DEADLY FLY

DR. FREDERICK R. GREEN
Editor of "HEALTH"

OUR ideas regarding flies have changed in the last 25 years.

Middle-aged persons can remember, when they were children, that flies were looked on as harmless, innocent creatures and were allowed to buzz around the kitchen, walk over the table, climb on the food and fall into the baby's milk without anyone being horrified or even annoyed by them.

Children were taught to sing "Baby bye, there's a fly, let us watch him, you and I."

Few people went to the trouble to screen their doors and windows. Hotel dining rooms and restaurants were provided with fly brushes worked by cords, to chase the flies off the table. Wealthy people, especially in the South, had servants to stand behind them at the dinner table and keep the flies away with long-handled fans. The farmer's wife cut a small bough off the tree and kept it by her side during the meal, occasionally waving it over the table to chase away the flies which had come in to dinner from the barnyard, the manure pile, the cesspool and the outhouse.

We didn't know then what we know now, that the fly is the most dangerous animal in existence.

We know that one female fly, if she lives the entire summer, will lay eggs to a number far up in the billions and beyond ordinary comprehension, and that each of her daughters, in turn, will lay an equally large number of eggs.

We know that the fly is not only the most dangerous but the dirtiest animal in existence and that he carries on his legs the germs of typhoid fever, dysentery, cholera infantum and probably a good many other diseases.

We know that he has no place in the kitchen, the dining room or any other part of a clean, well-regulated house.

We know that every house, and especially every kitchen, dining room and other place where food is stored or handled, should be carefully screened and that the screens should be put in early in the spring.

We know that the way to control flies is to check their breeding by destroying all breeding places, such as manure piles, heaps of trash and waste paper, decaying fruits and vegetables, etc.

Put in the screens early, clean up all possible breeding places, protect all food from these dangerous little pests and swat the first one that gets into the house.

(©, 1924, Western Newspaper Union.)

You'll Like "LOMA LORE" series.

Copyright 1924 Hart Schaffner & Marx

INSPECT OUR ADVANCE EXHIBIT

*Hart, Schaffner & Marx*

CLOTHING FOR FALL

Clothing of exceptional Style, Cloth, Quality and Tailoring at LION lower prices.

"LION" CLOTHING CO.

S. E. corner Fifth and E Streets
637 Broadway, near cor. Sixth

SHIRTS *To Order*

CURTAINS AND DRAPERIES
Cutting and Making
Sheets, Slips, Towels and Table Linens
PHONE MAIN 4711-J
MISS M. CHARLES
1152 Ninth Street, San Diego

7—Henry K. Presbrey, president New York society.
8—S. B. Finley, president Oklahoma society.

Ocean Beach Lumber Co. W. H. RABSAHL, Manager

Phone, Pt. Loma 40-J
LUMBER, SHINGLES, LATHS
LIME, CEMENT, NAILS
ROOFING MATERIAL, WALL BOARD
Office, Yard and Mill
MUIR AVE. and EBERS ST., O.B.
Lumber Estimates Cheerfully Given

The Maine Garage
5040 Newport Avenue
Ocean Beach, Calif.
PHONE POINT LOMA 382
ICE

Branch Depot
UNION ICE Company
ICE

Dancing Every Night and Sunday Afternoon--Except Monday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

Classified ads. get quick results

SUDS AND DUDS of the POINT LOMA LAUNDRY

Duds shirts and collars wear quite well. He's strong for us we're here to tell.

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

IF YOU HAVE
HOUSES
For Rent
Classified Ads Get Quick Results.
WE CIRCULATE

# "LOMA LORE"

*By WINIFRED DAVIDSON*

Point Loma, California

Book rights reserved.

(Continued from last week)

XVI.

## BOATS AT ANCHOR

The recent Fiesta de San Diego which in a way celebrated the opening of San Diego Bay to the ships of the world, for, within a very short period of time we have had here dreadnaughts, cruisers, and great freighters and passenger boats, as well as hundreds and hundreds of torpedo boat destroyers and other smaller craft—the Fiesta somehow recalled to mind those former times when these waters knew nothing but sailing craft.

An awkward square-rigged sailboat brought Cabrillo here in the sixteenth century. A sailboat which was no great improvement on Cabrillo's brought Vizcaino sixty years later. All that busy time when the curing and shipping of hides was the chief business at San Diego, sailboats were the only means of transportation known or dreamed of as directly possible on this side of the earth. That romantic time of smuggling otter skins beyond Ballast Point centered to silent little sailboats slipping in and out. The supplies that came up from Mexico and across from Spain to the lonely missions along the Coast were all carried in sailing vessels. It is difficult to fancy a time so recent as one hundred years ago when the warships of the nations were little tossing canvas-carrying craft driven by the winds. The famous old Lelia Byrd was of course a sailboat.

The first steamship line between San Diego and San Francisco was opened in 1850. Some of the names of those small side-wheelers were the Goliah, the Ohio, the Fremont, the Ancon and the Orizaba.

"As they approached the wharf at San Diego, it was the custom to fire a cannon-shot from the bow, to give notice of their arrival," Smythe says. And at once all work stopped. Everybody went to the wharf to see the ship tie up; to get a first look at a chance new-comer; to discover what new thing had happened in the world of affairs so very far removed from the coast of California; to get the mail from "home," for of course this was the home-place of a comparatively small number of those who lived here.

Mail came in twice a month by way of the Pacific Mail Steamship Company's steamers from Panama. Captain J. C. Bogart, who was for many years in charge of this company's coaling hulk, the Clarissa Andrews, at La Playa, is still remembered. In 1851 the rate of postage on letters was reduced from forty cents to six cents.

One of the wealthiest and most important and influential of the early residents of San Diego was Cave Johnson Couts, a man intimately identified with nearly all business and social interests here from 1848, when he first arrived, until the time of his death in 1874. All the property now owned in and about La Plaza goes back to a survey and map made by him. The first American-built boat on San Diego bay was brought here by him. Designed for use in the boundary survey expedition under Lieut. A. W. Whipple, it was first launched on Lake Michigan. Being equipped with wheels it was an amphibious affair, for it could travel by land with the best of the covered wagons of the period, and had the advantage of these in that it could navigate the most unfordable of rivers. It was sixteen feet long and five and a half feet wide. Cave J. Couts purchased this boat in 1849 and used it as a ferry across the Colorado river and when he came back to San Diego he brought the boat with him and used it here on the bay.

At page 251, Smythe has this notable paragraph:

"On August 13, 1857, occurred one of those historically important 'first events.' The schooner Loma, the first vessel ever built on the San Diego bay, was launched. She was built at the shipyard of Captain James Keating, and was christened, as the Herald informs us, 'in due and ancient form.'"

(Continued next week)

—Political Adv.

# POLITICS in COURT KILLS JUSTICE

WHAT AMERICAN BAR ASSOCIATION SAYS:

"It is inevitable that SUSPICION OF BEING WARPED BY POLITICAL BIAS will attach to the JUDGE WHO BECOMES THE ACTIVE PROMOTER of the interests of one political party or faction as against another."

Article 28, Canon of Ethics of American Bar Association drafted by committee on Judicial Ethics headed by Wm. H. Taft, Chief Justice, U. S. Supreme Court.

WHAT JUDGE LUCE SAYS:

"I intend to exercise my right of citizenship by PARTICIPATING IN POLITICS!"

Judge Edgar A. Luce in S. D. Sun, Aug. 17, 1922.

WHAT JUDGE JENNINGS SAYS:

"As Judge of the Superior Court, I will have NO POLITICAL DEBTS TO PAY AND NONE TO COLLECT."

Judge Lacy D. Jennings, in letter to voters.

VOTE FOR JENNINGS
For Superior Court Judge
AUGUST 26

## GETTING THE SALT OUT OF THE BRINY DEEP

A dusty visitor from arid Arizona was in San Diego yesterday, and took a trip out to Ocean Beach. Looking thoughtfully at the great, blue Pacific, he said: "Well, this seems to be the only place where there really is water enough!"

Aye, brother, but how're we goin' to get the salt out of it?—A Roundabouter in the "San Diego Union."

That's easy, Colonel, move to Ocean Beach, and take a daily dip!

## SEATS FOR HUNDREDS TO BE PROVIDED AT NAVY BAND CONCERTS

Captain David Sellers has announced that seats for about three hundred persons will be provided at the naval training station band concerts in the near future. Park benches have been ordered and will be placed near the bandstand for persons who do not go to the concerts in their cars. Parking places for automobiles have been provided so that occupants may sit in the cars during the concerts.

## OFFICERS AND HEADS OF COMMITTEES FOR THE BIG PICNIC

The chairman, Capt. T. J. Molinari, assisted by James J. Breckenridge, president of the Illinoisans, and Mrs. C. W. Coburn of the federation executive committee, is suported by the following committees:

Mrs. Fay R. Smalley, hostess; Mrs. James J. Breckenridge, publicity chairman; Fay R. Smalley, chairman of speakers; moving pictures; Paul I. Greenwood, sports; James B. Gaughen, prizes and timekeeper; F. I. Schroeder, badges, printing; Mrs. Helen Dalton, federation stamps; Mrs. O. A. Denton, registration; Mrs. C. M. Bennett, decorations; Mrs. C. B. Holladay, reception; Charles E. Evans, law and order; H. K. Presbrey, finance; Capt. E. R. Childs, tents; Herman Freese and Dr. D. M. Brownell, lost and found bureau; Henry W. Endress, Charles K. Jackson, information and all the presidents on the badge sales.

3—Mrs. Oscar A. Denton, president Kentucky society.
4—Mrs. L. E. Allen, president Maine society.

5—Mrs. Burton J. Blair, president Vermont society.
6—Mrs. Florence Anna Hibbard, 1923 president of New Hampshire, Connecticut and Rhode Island societies.

## PRAISE FOR FEDERATION

Fay R. Smalley, president of the Federated State socieites, has received many communications of encouragement and congratulation from civic organizations, notably among them being splendid letters of praise for the Federation from the San Diego-California Club and Chamber of Commrece.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

## SPECIAL CAR SERVICE FOR WEEK-END PROGRAM AT OCEAN BEACH

No. 14 cars on the San Diego electric street railway are scheduled to leave Third and Broadway every few minutes for the County Farm Bureau celebration at Ocean Beach today (Friday) and for the big picnic tomorrow, Saturday, August 23, by the Federation of State Societies.

Not only will the electric express cars prove the popular means of transportation to Ocean Beach, but they will start the doings, as the programs call for jazz band concerts on the cars Friday and Saturday mornings for the entertainment of farm bureau and state society members enroute to the beach. Next Sunday the Ocean Beach Pavilion orchestra will escort No. 14 cars departing from Third street and Broadway at 1:10 p. m., giving travelers to the beach the unusual experience of music with their car rides.

In addition to the transportation features there will be a snappy program of aquatic and beach sports, special night dances and carnival attractions, Ocean Beach inviting all San Diego to participate in the gayeties planned in honor of the two organizations.

## NEW NAMES FOR COUNTY CENTRAL COMMITTEE

In the nominee contest for the Republican County Central committee it is noteworthy that Olive M. Williams is the only woman candidate, and it is of especial local interest that Charles F. Brunmett is an Ocean Beachite. Two of the candidates, Ben C. Robinson and W. H. Gray, were to the fore in answering the call of President McKinley for volunteers at the outbreak of the Spanish-American war.

## SPECIAL PROGRAMS AT O. B. DANCE PAVILION

Manager W. E. Benbough has planned a snappy program for this week-end at the Ocean Beach Dance Pavilion, a Farm Bureau dance being scheduled for tonight (Friday) and a State Societies ball for Saturday night. The San Diego Electric Railway dance Sunday afternoon and night gain added interest through the free admission feature for holders of the weekly car passes. In addition to these features free motion picture shows are scheduled every night.

CLASSIFIED ADS GET QUICK RESULTS

## ASSEMBLYMAN WHITACRE GRATEFUL FOR STRONG SUPPORT IN BEACH TOWNS

With the local primary election about at its peak, great confidence is expressed by the friends of P. A. Whitacre in his victorious re-election to the state legislature, where he has shown loyalty and faithfulness to his constituency by promoting laws favorable to San Diego.

Mr. Whitacre is a trained lawyer and twelve years ago was an instructor in the local high school. He volunteered for service in the Great War and ranked as first lieutenant in the army air forces at the close of hostilities. He is a staunch believer in adequate support for public schools and economy in governmental affairs. He is exceptionally proud of the suplendid support of nearly two to one in the beach districts given to his former candidacy for the legislature and hopes to even better that record.

## LODGE HOLDS PICNIC

Southern Star Chapter, No.96, held its annual picnic for members and their families last Tuesday at Mission Beach, meeting at the home of Parry A. Ritchey, Seaside Rest cottage.

## OUTSIDE WORLD GENERALLY JUDGES A TOWN BY ITS NEWSPAPER

Most people look at a newspaper as the business of a single indiidual. If it thrives, that is the owner's or the editor's business. If it fails, that also is the owner's or editor's business.

As a matter of fact, the success or failure of a paper is a matter of grave concern to an entire town.

Newspapers are the best advertisement a city has in the outside world. Other cities judge a town by the kind of newspaper it has. If it does not thrive, outsiders are inclined to look on the town as undesirable to live in, and so move on to other cities.

Thomas Jefferson once said that if he had to have government without newspapers or newspapers without government, he would take the newspapers, because through them he felt that the state could be run with at least fair success.

If some of us appreciated more fully the value of our newspapers we would make great effort to see that they get the news and advertising and so become successful. Modern society can not get along without newspapers any more than it can without schools and churches.

Lieut. A. E. Geisler of San Diego is stationed at the local fire station, while Lieut. Roby Jones is taking a two weeks' vacation in San Francisco.

FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48
Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Political Adv.

RE-ELECT

# P. A. Whitacre

TO THE STATE LEGISLATURE

Republican Candidate

HE STANDS FOR

Adequate support for public schools.

Economy in governmental affairs.

Giving the people of San Diego a voice in the laws affecting them.

A Square Deal For All, Without Favors.

VOTE FOR HIM

At the Primary Election, August 26

FROIDE

Foto Finishing Co.

Ocean Beach, California

KODAK FINISHING

Is our Business, not a side line

KODAK FILMS

Copy Work, Coloring

Enlargements

ADELE MILLAR

LAVENDER POWDER and

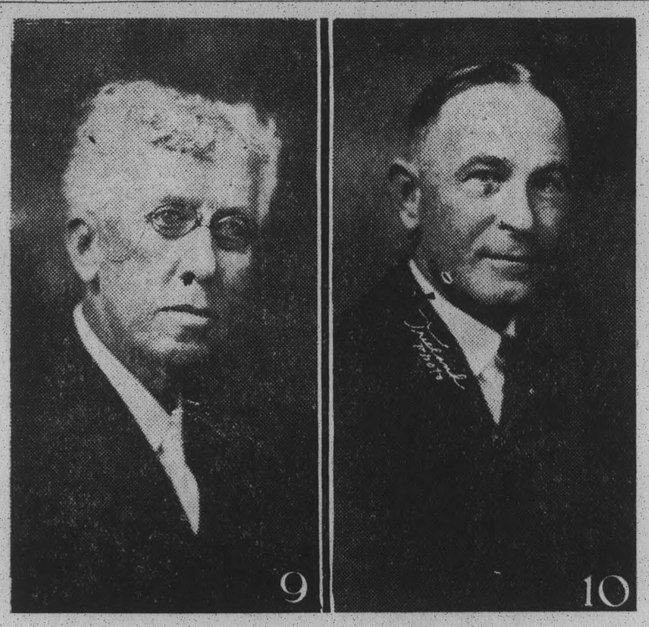
MOTOR CREAM

This combination keeps away sunburn.

The BEAUTY SHOP

Opp. Postoffice, Ocean Beach

Phone Pt. Loma 63-W



9—Eugene White, president Oregon society.
10—Charles E. Evans, president Iowa society.

COME IN AND SEE US BEFORE YOU BUY ELSEWHERE

OMAHA MARKET

Burbank Potatoes, 10 lbs. for 25c

Fine Tomatoes, 4 lbs. for 15c

CANTALOUPES AND WATER-MELONS ON ICE

No Extra Charge for Coldness

IT'S BULB PLANTING TIME

A fine collection of spring flowering Bulbs await your choice at

STILES' SEED STORE

These Bulbs should be planted now to insure early spring blossoms.

630 E Street, San Diego

Phone, Main 793

YES! WE CAN DO all kinds of PRINTING

# Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

## GLADSOME GUESTS ABOARD THE BEN MACHREE DURING FIESTA WEEK

Mr. and Mrs. John Fearing Gill of Armada Terrace, Point Loma, entertained friends on board their motor launch, the Ben Machree, during Fiesta week. One of the pleasantest parties was held Monday evening. Dinner was served on board the launch and rowing trips were taken about the harbor and among the visiting yachts. Invited guests were Dr. and Mrs. John S. Pattie and son Malcolm, of Akron, Ohio, Mrs. Lou V. Conover, Miss Jessie Blanton, Miss Byrd Taft, Mr. and Mrs. John Davidson, Miss Eolia Davidson and Miss May Davidson.

## BEACH PARTY FOR KIDDIES

The wives of the realty board members entertained the children of the Helping Hand home at a luncheon and beach party at Ocean Beach early this week and presented them with a bed for the new home now nearing completion.

## VISITING RELATIVES UP NORTH

Mrs. C. L. Schatsbeck of West Point Loma boulevard, has been enjoying a visit to her two daughters and relatives in and around San Francisco for a fortnight or so. She is expected back home tomorrow to the great delight of her husband and son, who have been "baching it" during her vacation.

Mrs. Alice Todd, charming mother of Ben Todd, arrived last Monday from Byron, Calif., to spend a pleasant sojourn with the Todd family at 4774 Brighton avenue.

"Spick and Span" is the watchword of Capt. C. E. Wovel of the O. B. fire station. While passing there one day this week, Capt. Wovel was surely shining them up, assisted by the jovial firefighter, Ryan.

Mrs. Deane Houghteling and children arrived last Sunday from Yuma, Ariz., and are occupying one of Mrs. Penney's cottages on Saratoga avenue.

Curtis and Jack Smalley, who have been spending their summer vacation at Ocean Beach, will return to Minneapolis, Minn., next Sunday to resume their studies at a private school there. They are the bright and breezy sons of Fay R. Smalley, traffic manager of the S. D. E. Ry.

Mrs. M. G. Holdridge of Fresno, Calif., spent the week-end with Mr. and Mrs. I. A. Holdridge. Mrs. Holdridge is the daughter-in-law of I. A. Holdridge.

Mr. and Mrs. J. A. Gehrs of Springfield, Mo., arrived last Thursday to visit Mr. and Mrs. I. A. Holdridge.

## FLORIDA HEAT MAKES OCEAN BEACHITES LONG FOR HOME

Miami Beach, Fla., Aug. 15.

Dear Katherine:—I'm hungry for a copy of The Beach News. We left Ocean Beach May 25, almost three months ago, and am enclosing stamps fo rat least a few papers if you will kindly mail them to Miami Beach, Florida.

While you folks are nice and cool, we are burning up, and all I do is sit and fan. We will remain here for the winter, returning as early as possible in the spring to blessed Ocean Beach.

Since leaving we have endured all kinds of weather—snow, sleet, rain, sandstorms and mud, no end of it; chains on all four wheels, then the axle was dragging in mud. One day's drive was 36 miles in eleven hours, and now it's heat. We have driven from coast to coast, making every state, and after that 1500 miles down here. We have driven thus far, 7,820 miles, and are going back practically over the same route, stopping in New York, Ohio and Chicago, thence to Seattle and then 'home sweet home." I would not live anywhere I've been in preferance to old Ocean Beach.

MRS. B. DRUMM.

Mrs. May Sumter and her two daughters, Catherine and Wanda, arrived last Sunday from Ontario, Cal., to visit Mr. and Mrs. G. H. Faber, at 4967 Saratoga avenue.

Mrs. Guy Toricellas and little baby boy, of Los Angeles, are visiting Mr. and Mrs. A. C. Shepherd of Voltaire street.

Mrs. George B. Scott and sister, Mrs. Margaret Brown, are enjoying a month's stay at Ocean Beach.

Mr. and Mrs. Grant, who formerly lived at the corner of Arbor Drive and Stephens street, San Diego, have moved to Ocean Beach and are now occupying their new home.

Mr. and Mrs. F. S. Prendergast and family of Saratoga avenue, moved last Monday to Chula Vista.

Edward Lane is now employed by G. H. Faber, Joe McNaughton, having resigned his position last week.

Mrs. Margaret Fawyer and Mrs. Maude Edlands of San Francisco spent the week-end with Mr. and Mrs. Ben Todd at 4774 Brighton avenue.

Mr. and Mrs. Charles A. Drury and little son, of Pasadena, spent the week-end with Mr. and Mrs. Charles H. Peltcher at 5068 niagara avenue.

Mrs. Evelyn Maybee of the O. B. Bakery has gone to Big Bear lake for a two weeks' vacation.

# STRAIGHT TALKS WITH AUNT EMMY

## ON INVESTING THE LEGACY

"I really wish I could understand investments, Aunt Emmy," said Jane. "Since we received that legacy I have tried to get some money sense into my head. The financial pages in the papers are just a jumble of words to me. I can't make out the difference between stocks and bonds nor for the life of me see what makes one thing an investment and another a speculation."

Aunt Emmy laughed. "Lots of people puzzle over those things, my dear. But your first problem is simple enough," she said. "Suppose you buy a bond, a $100 Liberty Bond. What you really do is to lend Uncle Sam $100 on his promise to pay that money back on a given date and to pay you a specified sum each year—that is, interest—for the use of your money. If your $100 bond pays four and a quarter per cent you get four dollars and a quarter every year you hold it until it reaches maturity—that is, the date when the time of your loan is up and Uncle Sam returns your money.

"When a bond reaches maturity it should be turned over to your bank for collection, because after maturity you will get no more interest on the money invested. Therefore when a bond matures take it to your bank, have the money placed to your account and consult your banker about reinvesting it.

"Of course all bonds are not good securities. If you buy the bonds of a sound government or of a sound corporation you are safe. Bonds vary in price, even good ones, according to conditions. Unless you really know about the condition of the concern or government offering bonds do not buy them without consulting your bankers.

"When you buy stocks you buy a share of a business. Corporations issue stocks as well as notes and bonds, but governments only issue bonds or notes. You do not get any promise that your money will be paid back when you buy stock. To get your money back you have to find a buyer for your stock. If the business prospers you participate in the profits according to the amount of stock you hold. If the business suffers losses you share the loss with the rest of the stockholders. So again it is not wise to buy stock in a company you do not know all about unless you first get your banker's advice."

"Thanks, Aunt Emmy. I think I know the difference between stocks and bonds now," Jane said. "If you buy stock you buy a share of a business and take your chances with that business for success or loss. If you buy a bond you really don't buy at all, only get a sort of receipt for your money and promise that you will get it back at a given time and receive interest meanwhile."

"Yes—but remember the promise behind a bond is good only if the government or the corporation issuing the bond is good," said Aunt Emmy. "Next time you come I'll tell you more about money and finance."—ANNE B AYMES.

—Political Adv.

Congressman's SWING'S Record For San Diego

AS MEMBER NAVAL AFFAIRS COMMITTEE

Permanent Naval Construction in San Diego—$4,205,806.

Naval Hospital Construction in San Diego—$1,739,500.

Submarine Base Transfer from Los Angeles.

"Shenandoah" Visit for San Diego.

Introduced Bill for $1,000,000 Naval Pier.

(Favorably Reported by Naval Committee)

$1,500,000 Yearly Naval Payroll for San Diego.

Introduced Bill to Re-survey S. D. Harbor, designed to open the Lower Bay to Industries, Reported by Rivers and Harbors Committee.

In Co-operation with Navy Department, Worked Out 20-Year Naval Building Program, which Provides $17,000,000 for San Diego.

In Event of Congressman Swing's Defeat His Important Place on Committee on Naval Affairs Would be Lost to San Diego.

RE-ELECT

Congressman Swing

AT THE PRIMARIES AUGUST 26, 1924.

"DON'T SWAP HORSES"

THE

Newport Shoppe

FOR

DRY GOODS

Ladies' and Men's Furnishings

Shoes, Notions and Toys

5005 Newport Avenue, Ocean Beach

13—Capt. S. W. Bell, president Pennsylvania society.
14—C. E. Du Vall, president Indiana society.

SALADS, SANDWICHES

COLD ROAST MEATS

TABLE DELICACIES of All Kinds

The LEONARD Delicatessen

Phone Pt. Loma 242 J-K

5035 NEWPORT AVE., O. B.

We serve you here or send it out

## CO-OPS SELL A BILLION'S WORTH

According to the 1920 census figures, $721,983,639 worth of farm products was sold through co-operative marketing associations. The greatest growth in co-operative marketing has come since that time, so that it is safe to assume that much more than a billion dollars worth of products are sold co-operatively at the present time. A general survey shows that the larger co-operatives in fruit are handling nearly $200,000,000 worth of business annually. The large scale milk co-operatives do a total business of about $150,000,000 annually, while the tobacco group is doing a combined business of more than $100,000,000 annually. The cotton group has also passed the $100,000,000 mark.

Four Warren County, Illinois, banks have offered a total of $200 in prizes for the beef cattle club in that county

## POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is

**Point Loma 4.**

## FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

**Phone 622-44**

Please mention The Beach News in your dealings with the patrons of our advertising columns.

## OCEAN THEATRE

TONIGHT FRIDAY
A BIG SPECIAL
At Regular Prices

SATURDAY
BUCK JONES
—in—
"SKID PROOF"
Local Lafs
Admission 15c and 20c

SUNDAY
"THE TOWN THAT FORGOT GOD"
First of the
"TELEPHONE GIRL"
Series
DON'T MISS THIS SHOW!
At Regular Prices
News and Comedy

TUESDAY AND WEDNESDAY
"STRANGERS OF THE NIGHT"
Including
Barbara La Marr, Matt Moore and Robert McKim
Admission Children 15c, Adults 30



## OCEAN BEACH

$ 325—Choice large corner lot, splendid view, only 10 per cent cash, balance $10 per month.

$ 350—Choice lots on Brighton Ave., street graded, sidewalked and curbed; terms.

350—40x100 on Seaside St., near paved boulevard; terms.

$1000—New cottage almost completed, splendid view, lot 40x 100.

$2500—4-room modern cottage, furnished hardwood floors, stationary tubs; only $200 cash, balance monthly.

BERT W.
WENRICH
Across from the Merry-go-round.
PHONE, POINT LOMA, 390-W.


LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Cal.

Prosperity!—Feel it, talk it, know it—Advertise!

"Beach News" ads. bring business.


# THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH...Sec'y.-Treas.

2 7

Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year
IN ADVANCE
Single Copies.....5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, August 22, 1924

A LEGAL NEWSPAPER


News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

## EDITORIAL

### VOTING

As a rule, the man or woman who fails to register and vote can give no valid excuse for failure to perform that important civic duty. Both our country and the political parties will be better off at all times with a full registration and a full vote.


## When You Sit Down To Read Your Evening Paper

are the convenience outlets of your home so arranged that you can sit with the light from this reading lamp falling over your left shoulder, and have your electric fan nearby to keep you comfortable?

Improve Your Home
With More
Convenience Outlets

*Commercial Department*
San Diego Consolidated Gas and Electric Co.
*935 Sixth*
MAIN 64
Byllesby Engineering and Management Corporation


### AT THE CRAGS

(By M. M. Stuart)

Little Margaret Fawcett fell from the cliffs at the foot of Del Mar street to the shore below. She was shaken and frightened, but most fortunately not very seriously hurt.

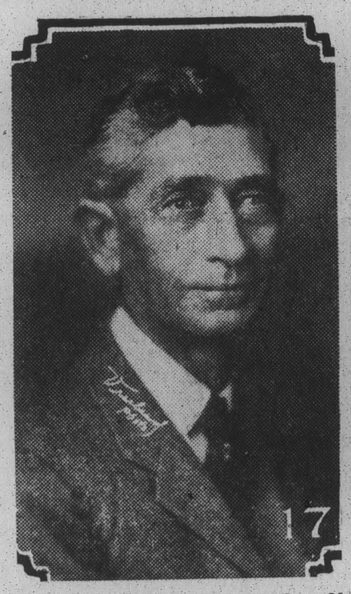
Mr. R. M. Smyth, of Los Angeles, is spending his vacation here with his wife and young daughter, Kathleen.

After suffering with a severe cold for several days, Mr. H. H. Forster developed pneumonia Monday last. He was removed to the home of his mother in San Diego.

A pleasing luncheon party was given to Mrs. Emma Harris by Mrs. Ralph Whitcomb on Friday. Mrs. Harris was formerly a long-time resident of The Crags. She has returned to Ocean Beach for a short visit, staying while here with Mrs. W. C. Robertson.

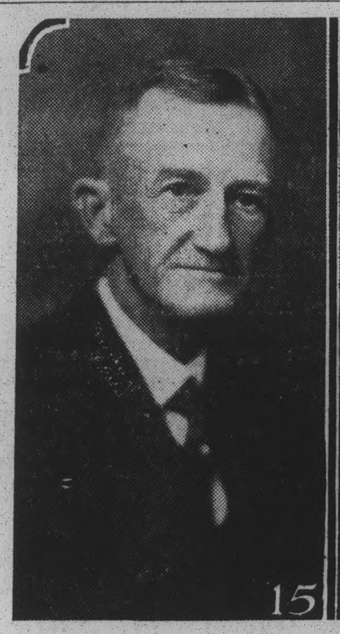
As the guests of Mrs. Helen Fuller, several were invited to see the fireworks at the stadium on Friday evening. Mrs. Fuller's automobile gives the greatest pleasure to the greatest number. An ice cream party was enjoyed upon the return home.

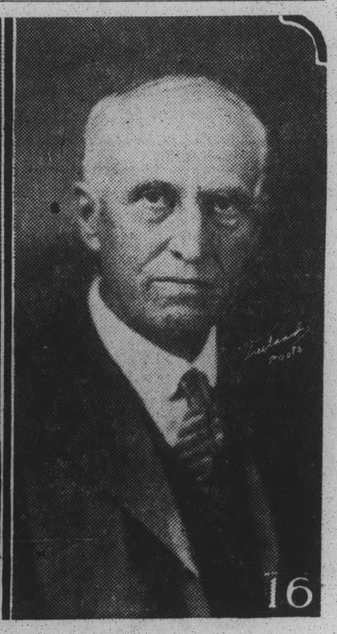
The patio on Tuesday afternoon was the time and place for a card party given for Mrs. Harris and Mrs. Robertson. There were two tables of 500. Ice cream was served. Mrs. Fuller was the hostess.


17

19

17—L. A. Hussong, president Nebraska society.
19—Henry W. Endress, president Ohio society.


15


16

15—H. M. Modisett, president Missouri society.
16—O. H. Stewart, president Kansas society.

### JUDICIAL ETHICS

In the contest between Luce and Jennings for the judgeship of Superior court, much emphasis is given by the Jnnings' Campaign committee to the following significant extracts from the report of American Bar Association committee on Canons of Judicial Ethics, chairman Wm. H. Taft, chief justice of the U. S. Supreme Court:

"While entitled to his personal views of political questions and while not required to surrender his rights or opinions as a citizen, it is inevitable that the suspicion of being warped by political bias will attach to a judge who becames the active promoter of the interests of one political party as against another. He should avoid making political speeches, making or soliciting payment of assessments or contributions to party funds, the public endorsement of candidates for political office and participation in party conventions."

"If a judge becomes a candidate for any office, he should refrain from all conduct which might tend to arouse reasonable suspicion that he is using the power or prestige of his judicial position to promote his candidacy or the success of his party. And he should not permit others to do anything in behalf of his candidacy which would reasonably lead to such suspicion."

### A SURPRISE TO TAXPAYERS

The city of Knoxville has a happy surprise to offer the people of Tennessee and other American cities generally by a splendid showing of the working of its city manager government which proposes to offer a comfortable rebate of $280,000 or 10 per cent of 1924 taxes paid and unpaid.

This is probably the first time that any city in the United States has returned dividends to its taxpayers—i. e., really its stockholders.

In addition the tax levy will be reduced from $2.44 to $2.19½, including a tax for payment of interest on $3,850,000.

This record spells efficiency, ability and loyal application of business principles to city government.

Other cities in the United States please take notice.

### DEMISE OF MRS. ADA U. GREEN

At the residence in San Diego last Saturday, August 16, the final call was answered by Mrs. Ada U. Green, wife of Samuel C. Green, daughter of Mrs. Anna M. Coats, mother of Edgar G. Fitch and Mrs. Alberta L. Turner of Ocean Beach; sister of Elmo D. Utz of Memphis, Tenn., and Ervin G. Utz of Marshall, Mo. She was a native of Missouri and was prominent in lodge and club circles. She was an affiliated past matron of San Diego Chapter, No. 264, O. E. S., and an active member of the White Shrine, Amaranth and San Diego club. Funeral services will take place today, August 22, at the Masonic Temple and interment will be made in Mount Hope cemetery.


Phone to us
Write to us
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS
is your friend.

Let's get neighborly!



(Political Advertisement)

# Rickard Bostrom

CANDIDATE FOR

## *SUPERVISOR*

Of the First District of San Diego County.
PRIMARY ELECTION, AUGUST 26, 1924.

ENDORSEMENT

Mr. Richard Bostrom, candidate for Supervisor for the First District, is a man that is held in high esteem by our firm.

He has held for many years with us a position of responsibility and truth and it is a great pleasure for us to say a word in favor of his candidacy.

As to his experience and ability we can say that he is highly efficient and worthy of this position of trust.

As we know him we feel fully confident that he will take up the work and the duties of the office with unselfish sincerity.

His executive abilities are of such a character that they highly qualify him for the office.

(Signed)
PHILIP MORSE
PHILLIP BARKER
A. A. FROST
WM. JAMESON.

In filling the office of Supervisor, I shall always bear in mind that I am an employee of the people. Important questions up for decision should previously be made known to the public.
RICKARD BOSTROM.



## ELECT

*"A Fearless Candidate For Lower Taxes"*

# Byron J. Walters

For STATE ASSEMBLYMAN
Next Tuesday, August 26


## CLASSIFIED ADS

ONLY A DIME A LINE
CASH TERMS
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

Will do your LAUNDRY WORK at my home, 4774 Brighton avenue. Phone Pt. Loma 335.

FOR RENT—Completely furnished bedroom, with closet and kitchen, also bath; suitable for couple; very reasonable to permanent tenants only; no children. Apply 4945 Del Monte avenue.

WANTED—Lady to care for two children (mother employed), one who can go home night preferred. 5049 Niagara Ave.

FOR SALE—Ducks, 30c lb., live weight; also some good breeders. Mrs. J. T. Smith, 4869 Santa Monica Ave.

FOR SALE—Display case, 40x54, can be used as a window. Cheap. FROIDE FOTO FINISHING CO., Ocean Beach.

FOR SALE—One drake; two hens; four small Muscovy ducks. St. Bernard puppy, free... 2071 Froude St.

## Do You Know?

WHEN the rate of letter postage was reduced from 40 cents to six cents in San Diego?

WHO brought the first "boat on wheels" to San Diego bay?

WHEN the first vessel built in San Diego was launched?

Read the "LOMA LORE" series in The Beach News every week for interesting historical facts, told most entertainingly by Winifred Davidson.

## *Religious News*

### CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

### FIRST BAPTIST CHURCH OF OCEAN BEACH

DeFoe Street at Santa Monica Ave.
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

### UNION CONGREGATIONAL CHURCH

(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

The pastor will occupy the pulpit at the morning service. Special music will consist of a uet: "Sweet Hour of Prayer" (Irwin) by Miss Margaret Grubbs and Mrs. F. J. Staetzel.

The contest in the Sunday school is progressing with great enthusiasm. There was a record-breaking attendance last Sunday. Many new scholars were represented.

### CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

### TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

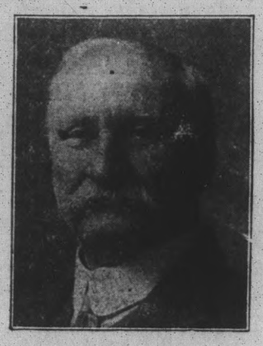
Subscribe for "The Beach News."

First and foremost a home paper.

We appreciate your patronage.


THE MAN WITH A PROGRAM

## Clark M. Barnes



Candidate for
SUPERVISOR
Of the First District of
San Diego County
"Economy and Efficiency"
Primary Election, Aug. 26, 1924


Picture Frames. FROIDE'S, opp. P. O.

Classified Ads Get Quick Results.


Regular Nominee For
REPUBLICAN
## County Central Committee
First Supervisorial District
Comprising San Diego Precincts 1 to 81 incl., McKinley, Harding, Del Mar, Garfield, Cardiff, La Mesa Precincts 1 and 2, La Mesa Heights, East San Diego Precincts 1 to 16, Linda Vista, Teralta, Mission, Kensington and Normal Heights.

WALTER BARNES
CHARLES J. BROWN
CHARLES F. BRUMMETT
WILLIAM H. GRAY
WILLIAM R. HARRIMAN
EDWIN LINCOLN HEAD
BENJAMIN C. ROBINSON
FRANK A. THOMAS
OLIVE M. WILLIAMS

Remember these names when you go to the polls Election Day, Tuesday, Aug. 26.


Bert W. Wenrich has sold for H. J. Warren an excellent lot on Long Branch avenue and another on Voltaire street.

Keep advertising—and advertising will keep you!

## PRIVATE INDUSTRY CARRIES THE LOAD

The National Electric Light Association has issued a map, made up from figures furnished by the U. S. Geological Survey, which indicates the service being rendered to the public by privately operated electric light and power companies in this country.

The map shows that private electric companies serve 90 per cent of the population and represent 94.5 per cent of the total generating capacity of the forty-eight states. Fifty per cent of the generating capacity of private company systems if used in producing electricity for industrial purposes. Ninety-eight per cent of all industries purchasing electrical power are supplied by private company systems.

A lesson may be learned from the achievement of this industry.

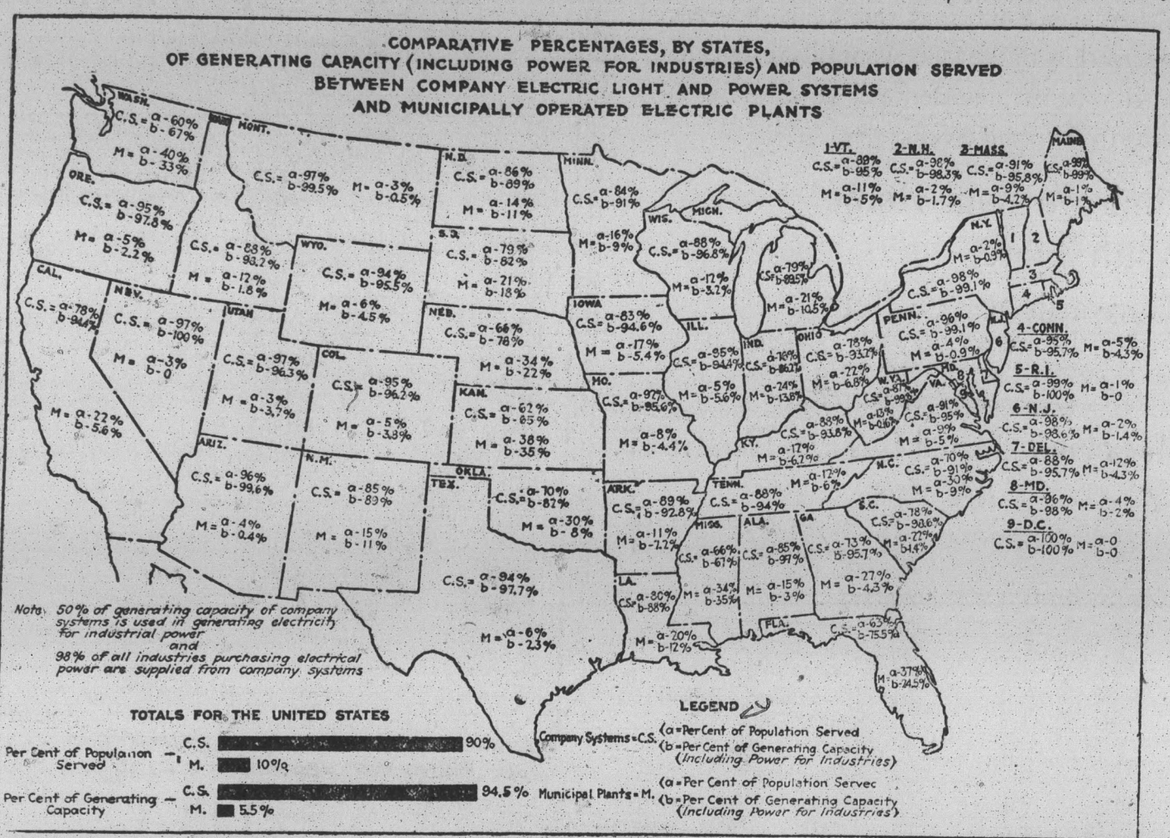
Advocates of public ownership have in the past concentrated their efforts on public utility properties. While they have been largely unsuccessful in extending their socialistic doctrines in this field, they are using such advantages as they have gained to enlarge their activity to other lines of industry and business, as witnessed by attacks made on railroads, insurance, shipping, etc.

Without considering what such a program would do to the constitutional rights of free citizens in this country, the question of what would happen to the taxpayers if all this property was removed from the taxrolls, as would be the case under a program of public ownership, is worth considering.

There is no need for public ownership of any business or industry in America, whre under the stimulating hand of private initiative and enterprise, the common, every-day citizen has been given greater advantages, more conveniences, and a highe rstandard of living than in any other nation in the world. Why extend the blighting hand of public ownership over the private rights and private property of our people??

Too much officialism and government oppression of the masses has made a world wreck out of countries operating under that system.

Too much politics is already injuring this country. Then why create more political domination of the individual by enlarging the field of political control over private industry. Think it over, says the "Industrial News Bureau and Manufacturer."


COMPARATIVE PERCENTAGES, BY STATES,
OF GENERATING CAPACITY (INCLUDING POWER FOR INDUSTRIES) AND POPULATION SERVED
BETWEEN COMPANY ELECTRIC LIGHT AND POWER SYSTEMS
AND MUNICIPALLY OPERATED ELECTRIC PLANTS
Note: 50% of generating capacity of company systems is used in generating electricity for industrial power and 98% of all industries purchasing electrical power are supplied from company systems
TOTALS FOR THE UNITED STATES
Per Cent of Population Served — C.S. 90% M. 10%
Per Cent of Generating Capacity — C.S. 94.5% M. 5.5%
LEGEND
Company Systems = C.S. (a = Per Cent of Population Served (b = Per Cent of Generating Capacity (Including Power for Industries)
Municipal Plants = M. (a = Per Cent of Population Servec (b = Per Cent of Generating Capacity (Including Power for Industries)

20—Capt. Ernest R. Childs, president Minnesota society.
21—James B. Gaughen, president Michigan society.

22—Capt. P. H. Conley, president Wisconsin society.
23—J. M. Moriarity, president Montana society.

## ENLARGED QUARTERS AT THE LEONARD DELICATESSEN FOR GROWING BUSINESS

A steady increase in patronage at the Leonard Delicatessen, 5035 Newport avenue, has necessitated an enlargement in floor space and the entire main building is now devoted to the growing business.

The roomy and inviting interior has been greatly improved with a pleasing color effect of steel gray, with white trimmings, while several round tables have been installed for the accommodation of patrons desiring service of meals.

The slogan of the Leonard Delicatessen, proclaiming "We serve you here or send it out," strikes the popular fancy and fully accords with the prompt and courteous service of home-made salads, table delicacies, cold roast meats and sandwiches. The location at 5035 Newport avenue is conveniently across from the postoffice and the phone number is Point Loma 242-J-K.

## GENEROUS CITIZENS CONVEY LOTS TO CITY FOR SCHOOL USE

At the regular meeting of the Board of Education this week, two offers of sites for future school expansion were accepted, the first conveying a tract for school grounds at Morena, owned by John D. Spreckels and presented to the board by letter from N. R. Titus, right-of-way agent for the San Diego Electric Railway company; the second a gift of a lot at Defoe and Cape May streets, Ocean Beach, made by W. Watson Cross of Wilmington.

Birthday Cards, FROIDE'S, opp. P. O.

## GRADE CROSSING AT TURQUOISE STREET TO BE ELIMINATED

The San Diego Electric Railway has begun the construction of an overhead line to eliminate the present grade crossing of its La Jolla line over the coast highway at Turquoise street. During the construction of this overhead crossing a temporary detour will be constructed and marked by the Automobile Club of Southern California. Officials of the railway announce that the new crossing will be constructed as rapidly as possible.

## ONE DROP OF LIQUOR FURNISHES ENOUGH EVIDENCE FOR PROSECUTION

An extensive campaign against persons drinking liquor at public dances in San Diego county is announced by Charles L. Case, federal prohibition enforcement officer, who states that all automobiles in which liquor is found will be seized and the persons involved arrsted on charges of violating the Volstead act. They will be prosecuted in the United States district court. One drop of liquor, according to Cass, is enough evidence with which to prosecute a case.

◆ ◆ ◆

**In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.**

## WHY BANKS?

### LESSON X

By J. H. PUELICHER, Chairman
Public Education Commission, American Bankers Association.

When opening a *commercial account* the bank furnishes the depositor with a *pass book*, *deposit slips* and *blank checks*.

J. H. Puelicher

COMMERCIAL ACCOUNT=Account in bank used in connection with funds employed in business transactions, from which withdrawals are made by checks.

PASS BOOK=A small account book in which the bank enters a customer's deposits; an entry serves as his receipt for that amount.

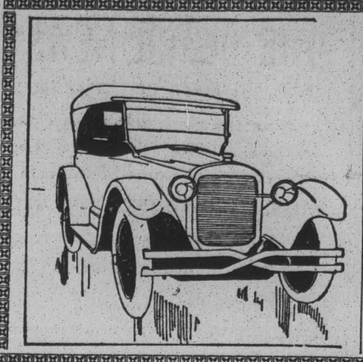
DEPOSIT SLIPS=Printed blanks with spaces in which the depositor writes the amount of cash and of each check deposited.

BLANK CHECKS=Printed forms for orders on the bank to pay out money from the depositor's account. The depositor writes in the name of the person to whom he wants money paid, the amount he wishes paid, and then signs his own name. When the check comes to the bank it pays the sum of money as indicated, deducting it from the depositor's account, and keeps the check which it cancels. Cancelled checks are each month returned to the depositor and serve him as receipts for the payments made.

About ninety per cent. of all business transactions are finally paid by bank checks. They facilitate business and are a safe way to transmit funds in paying bills, wages or meeting other obligations.

## RESISTS FORECLOSURE ON APARTMENT HOUSE

Opposing the foreclosure of a mortgage on an Ocean Beach apartment house she purchased some time ago, Miss Agnes I. Walters took the witness stand last Tuesday in department No. 1 of superior court and testified that the property had been misrepresented to her at the time of its purchase. A. L. Lowe is the plaintiff in the foreclosure action.

Kierstead's Service Station
P. A. KIERSTEAD, Propr.
Voltaire and Cable Streets
Ocean Beach
BATTERIES RE-CHARGED
All Varieties of
OILS AND GREASE
Special "Boyce-Ite" Service

We Carry a Complete Line of
HUDNUT'S TOILET ARTICLES
Be Sure and See Our Week-end
TRAVELETTES
Come in and Ask For
FREE SAMPLES

Twin Compact (closed)

RICHARD HUDNUT
THREE FLOWERS TWIN COMPACT
The Latest Creation of Richard Hudnut
Containing
POWDER IN FIVE TIMES QUANTITY OF ROUGE
Smart Packet for Hand Bag or Dressing Table
Refillers may be obtained

Fountain Drinks at City Prices.
ICE CREAM delivered in gallons, quarts or pints.
PRESCRIPTIONS carefully compounded by Registered Pharmacist.
OCEAN BEACH PHARMACY
Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

Free Plan Service
Plans and specifications for all classes of buildings drawn to meet your ideas. A well planned home costs no more than one poorly planned.
Phone 661-44
Joseph C. Kelley
General Contractor and Builder
2341 Brant St., San Diego, Calif.

OCEAN BEACH
PLUMBING COMPANY
Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152
Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

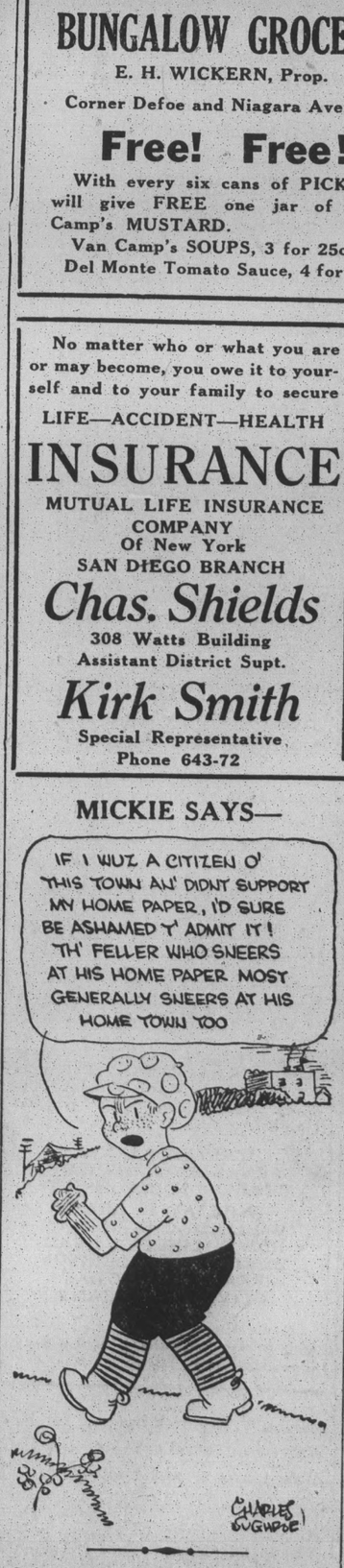
Phone, Point Loma 112-J.
BUNGALOW GROCERY
E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
Free! Free!
With every six cans of PICKLES will give FREE one jar of Van Camp's MUSTARD.
Van Camp's SOUPS, 3 for 25c.
Del Monte Tomato Sauce, 4 for 25c.

No matter who or what you are or may become, you owe it to yourself and to your family to secure
LIFE—ACCIDENT—HEALTH
INSURANCE
MUTUAL LIFE INSURANCE COMPANY
Of New York
SAN DIEGO BRANCH
Chas. Shields
308 Watts Building
Assistant District Supt.
Kirk Smith
Special Representative
Phone 643-72

Residence Phone Point Loma 16 — Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

O.B. Cleaners
R.D. CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

MICKIE SAYS—


IF I WUZ A CITIZEN O' THIS TOWN AN' DIDN'T SUPPORT MY HOME PAPER, I'D SURE BE ASHAMED T' ADMIT IT! TH' FELLER WHO SNEERS AT HIS HOME PAPER MOST GENERALLY SNEERS AT HIS HOME TOWN TOO
CHARLES GUGHPOE

Subscribe for "The Beach News."

San Diego's All-Year-Round TOYLAND
New Juvenile Automobiles.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Air Rifles.
Now on Display
Visitors always welcome.
PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

OCEAN BEACH
Merry-Go-Round
Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN EVERY DAY
From 2 p. m. to 10 p. m.

SPEND YOUR DIMES AND DOLLARS AT HOME

if it's in the line of PRINTING
From a Visiting Card to a Poster.
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

# MISSION BEACH
## Bath-House
Now Under Construction

*Costing $450,000*

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

*LOTS as low as $400 on the Easiest Terms ever made on Residential Beach Property*

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at *GENERAL SALES OFFICE*
*101 Broadway or Tract Office, Mission Beach*
Sales Agents: GEORGE L. BARNEY -- T. A. RIFE


## COOLIDGE CHOICE OF WOMEN VOTERS

### Mrs. A. T. Hert Praises Child Labor Policy.

"What the future holds for the wage earner and the wage earner's family, is of vital interest to the women of this country." Mrs. Alvin T. Hert, vice chairman of the Republican National committee, stated in a recent interview. "Therefore, the promises of the political parties on the subject of labor are of the greatest importance. When we reflect that there are eight and one-half million women wage earners including two million married women wage earners who are directly affected by labor legislation, as well as the wives of the laboring men who are interested in the protection afforded labor, the importance of the question can be plainly seen.

"Every woman in America is interested in the question of child labor and wants to see the children of this country safeguarded during the most important years of their lives.

"A fair deal to labor was assured by the Republican party in its platform accepted by the national convention in Cleveland. The platform pledges continued progressive reduction of taxes, rigid economy in government and promises protection against undue exactions.

"To the Republican party goes the credit of being the leader in the campaign for national legislation to protect the children. It was the party that enacted the first federal child labor law," Mrs. Hert said. "The Republican platform commended congress for its prompt adoption of the recommendation of President Coolidge authorizing congress to pass protective child labor legislation. It also urged the prompt consideration of the amendment by the legislatures of the various states.

"This law, when ratified, will afford nation-wide protection for child workers.

"The average woman of today is worker. She either works to support herself and those dependent upon her or she works to make the family income buy as many comforts for her family as possible.

"The last federal census showed that out of 572 occupations, only 35 did not have women workers. Women have entered the realm of industry and they must be carefully protected. The action of the Republican platform in favoring high standards of wage, working and living conditions among women has received widespread commendation.

"The election of President Coolidge and Mr. Dawes, supported by a Republican congress, will mean continued prosperity for the average home."


CAMPBELL CHEVROLET COMPANY
*The Chevrolet Corner* — STATE and B STS. — MAIN 777 — *Where Service Counts*


Political Adv.


# RE-ELECT
# Judge Luce
*HIS RECORD IN THE*
## *Superior Court*
*IS WITHOUT A BLEMISH*

Keep a Tried, Experienced and Able Judge On the Bench



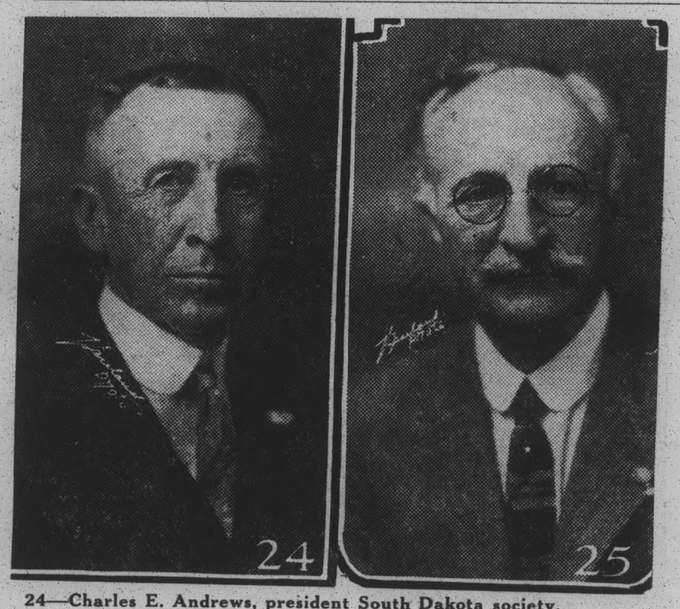
*NONE BETTER*
## VERNON GASOLINE
*Ask for "Vernon"--Every added mile will bring a smile*
FOR SALE AT THE
## Mission Beach Garage
3779 Mission Boulevard, Mission Beach
*MAXWELL*--SERVICE--*CHRYSLER* Phone, P. B. 542
TOW CAR [Day and Night] REPAIR SERVICE


### AVIATION HISTORY MADE OFF POINT LOMA

Taking aboard seventy gallons of gasoline, after dropping from the sky to the ocean and soaring aloft again within forty minutes, aviation history was made at sea twenty miles southwest of Point Loma, yesterday morning when a seaplane, piloted by Lieut. B. H. Wyatt of the North Island naval air station, successfully refueled from the destroyer McDermot.

Classified Ads Get Quick Results.


DAILY TRIPS TO SAN DIEGO AND POINT LOMA
## REID TRANSFER
1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
Office Phone Point Loma 136
FEED, FUEL and HARDWARE

24—Charles E. Andrews, president South Dakota society.
25—Herman Freese, president Arizona society.

26—J. H. Sprague, president Idaho society.
27—Clarence A. Moore, president New England States societies.

## GEO. FINLEY
Original Ocean Beach
BUILDING
CONTRACTOR
Best Workmanship
Satisfactory Service
Estimates Furnished
4845 NARRAGANSETT AVE.
Phone Point Loma 103 W-K


### WHERE TO VOTE IN THE BEACH DISTRICTS NEXT TUESDAY

Precinct No. 5—Polling place: Ladies' Club House, Pacific Beach.

Precinct No. 6—Polling place: Residence 4851 Voltaire.

Precinct No. 7—Polling place: Residence 5006 Niagara.

Precinct No. 8—Polling place: Union Congregational Church, Santa Monica and De Foe.

Precinct No. 9—Polling place: Residence 5025 Narragansett.

Precinct No. 10—Polling place: 3628 Charles street, Point Loma.

Precinct No. 11—Polling place: Assembly Hall, Roseville.

Precinct No. 12—Polling place: Bach's Garage, 3319 Goldsmith, Loma Portal.

Don't Miss "LOMA LORE" series

### BAREFOOT DANCING ON MISSION BEACH SANDS TWIXT DIPS IN SURF

Members of the First Banks' Girls' club, to the number of about fifty, enjoyed one of their frequent outings last Tuesday evening at Mission Beach. Fair sex employes of the First National, First Trust and Savings Banks and the latter institution's branches at Thirtieth and University, East San Diego and Coronado, enjoyed a gay time. Surf bathing was the chief amusement until the production of a phonograph, and thereafter barefoot dancing on the hard beach sand superseded all other activities.

## Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

### MISS SHIRLEY WOOLMAN CHARMING HOSTESS AT COMPLIMENTARY AFFAIR

A beach and bridge party was given last week-end by Miss Shirley Woolman at the Woolman beach cottage, 718 Santa Clara place, Mission Beach.

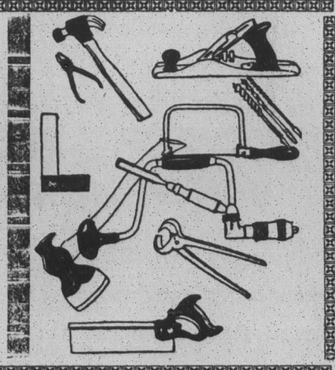
The pleasant affair was given complimentary to Miss Gwendolyn Powell, who is leaving September 15 for Oregon university; Miss Dorothy Aldridge, who plans to go to San Francisco; Miss Virginia Love, of Los Angeles; Miss Sarah Louise Reynolds, who will go to Santa Monica; Miss Lillian Porter, who leaves soon for an extended visit in the east, and Miss Helen Williams, who is to make her home in Los Angeles.

Other guests included Misses Elsie and Margaret Chase, Jess and Kathleen Strong, Ruth Irving, Evelyn Abell, Virginia Tifal, Mary Irwin, Alma Jennison, Helen Heskett, Madelein Proper, Elizabeth Roberts, Marjorie Bjornstad, Virginia Bing, Thelma Griggs, Virginia Roberts, Frances Giddings, and Mesdames Ammon Barnes and Herbert Corriere.

### ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.


Get our prices on PAINT.
## H. H. REID & SON
Paints, Hardware and Household Supplies
STANLEY 4-SQUARE
*HOUSEHOLD TOOLS*
See Our Window Display
5050 Newport Avenue
Phone: Point Loma 49

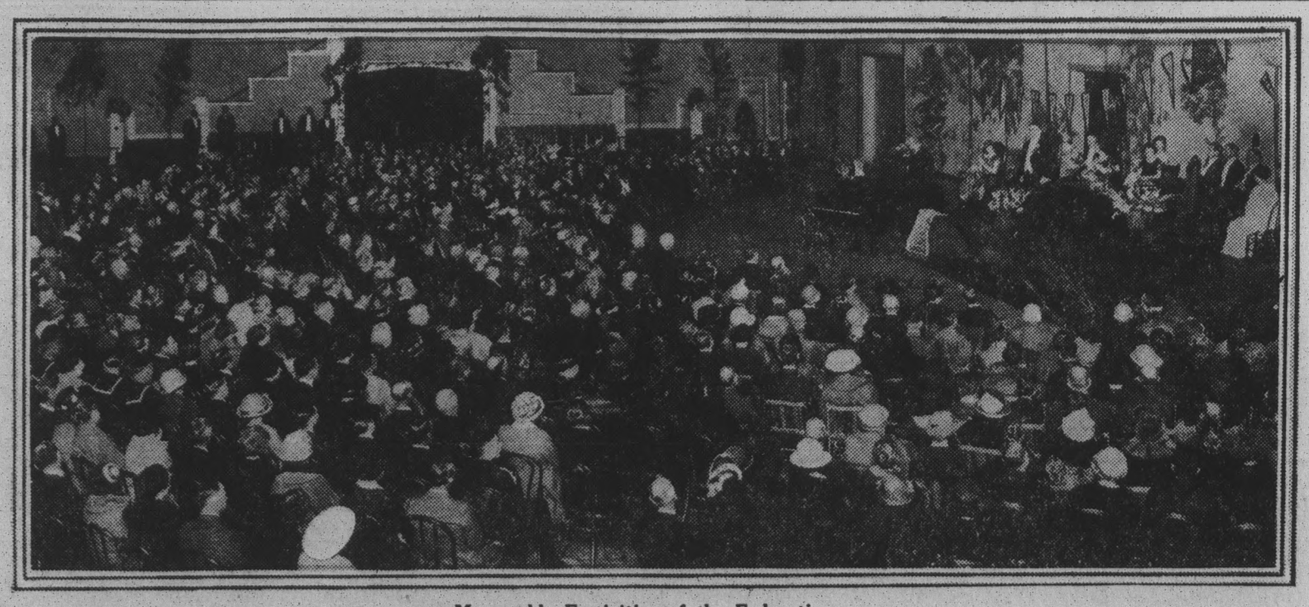


## CECIL O. CARL
ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.
Res. Phone Pt. Loma 36
Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
"If it's Electrical, see Cecil"



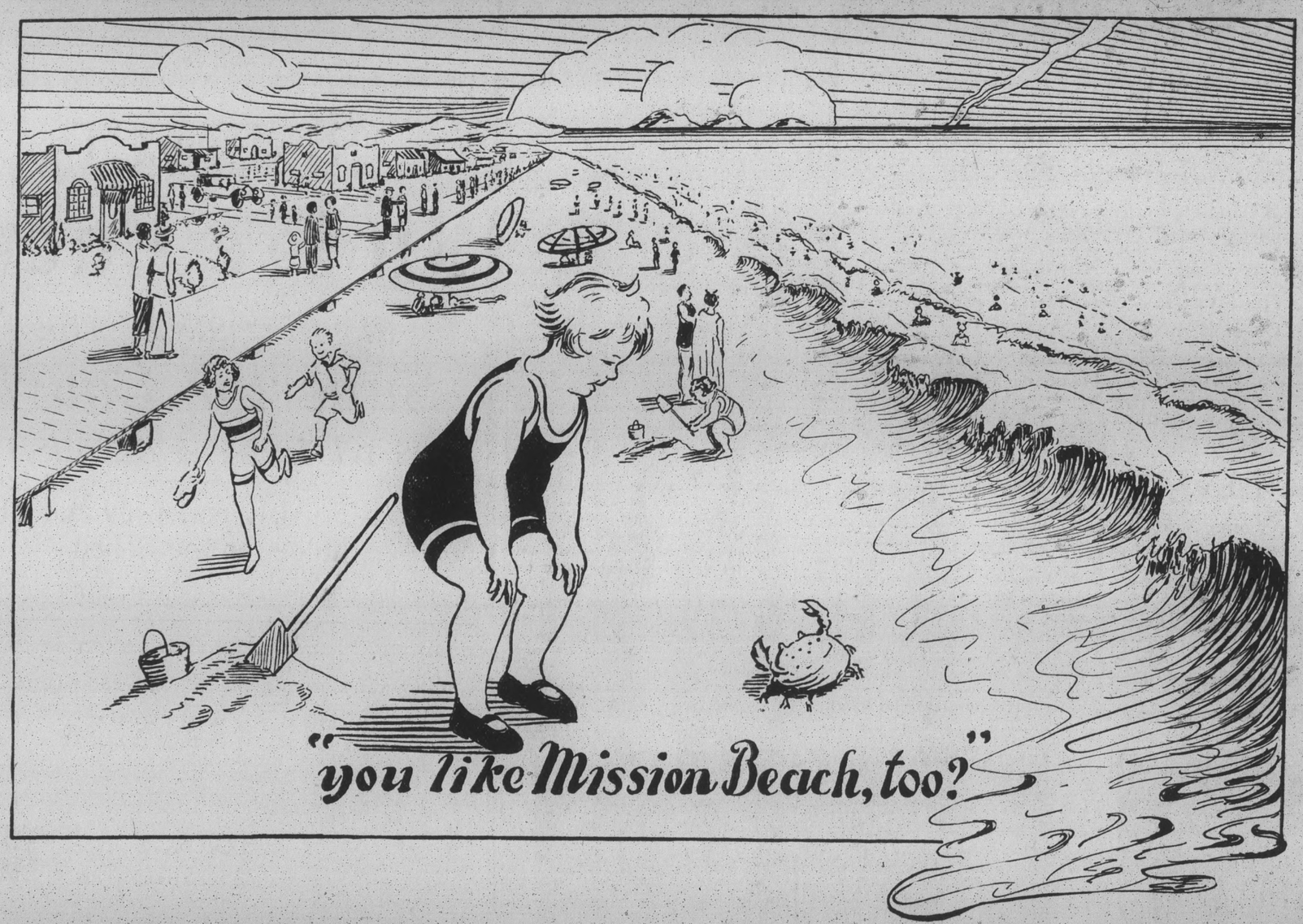
Authorized FORD and CHEVROLET Service

## Ocean Beach Garage
HENRY EULBERG, Proprietor
4868 Newport Avenue
Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W
Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES
EXPERT BATTERY SERVICE
AUTOMOBILE REPAIRING
BEST EQUIPPED FOR SERVICE

Memorable Festivities of the Federation

# Everybody likes MISSION BEACH




## Who's Who in Offcialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

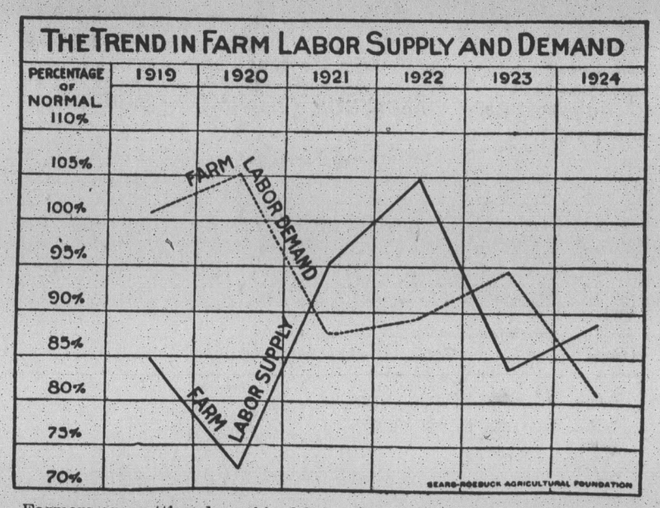
**Subscribe for "The Beach News."**

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Geo. H. Cooley, Harry E Webber

18—James J. Breckenridge, president Illinois society and vice-chairman of picnic.

28—Dr. D. M. Brownell, president Texas society.




Farmers are cutting down hired help. The demand is estimated at only 89 per cent of normal as compared with 95 per cent a year ago, according to a statement issued by the Washington office of the Sears-Roebuck Agricultural Foundation based on data from government sources. The low purchasing power of farm products has forced the farmer to rearrange his operations. He is coming to depend largely on his own and his family's labor. In many cases the hired man is being dispensed with entirely.

Farm help costs more today than at any other time in the past sixty-one years. Wages demanded are higher than a year ago and rates for 1923 averaged above all preceding years. The peak year in the wage scale was in 1920. That year labor was scarce. According to the accompanying chart, in June of 1920 the supply was but 73 per cent of normal, while the demand was 105 per cent of normal. During the latter half of 1920 and through the first six months of 1921, the labor supply curve took a sudden upward swing, and in June of 1921 it was 95 per cent of normal, while demand had dropped to 87 per cent. Until in June of 1922 the supply curve continued to rise, reaching its height at 105 per cent of normal, while the demand was but 89 per cent normal.

With the beginning of 1923 city labor wages improved. Large industrial centers drew farm help cityward. Farmers had to pay wages out of proportion to what the farm could earn to hold their men. In June of 1923 the demand saw 95 per cent of normal, while the supply curve was sagging to 84 per cent. The latter half of the year demand lessened, due to excessive labor costs and the increasing supply. This year demand has made still further decline, until now it is but 81 per cent of normal, while labor supply, which is gradually increasing, is estimated around 89 per cent.

### PROMINENT ATTORNEY TESTIFIES TO IMPARTIALITY OF JUDGE LUCE

Frederick W. Stearns, a leading attorney of San Diego has published a very strong endorsement of Judge Luce for re-election to the Superior Court, as follows:

"The office of Judge is one that touches everyone most intimately. No one can tell at what moment he may be called upon to defend his liberty or protect his property before the Judge of a Superior Court. Therefore, it is of the utmost importance to all that the man filling that position should be one qualified and entitled to the confidence of everyone.

"Having had the good fortune to try many civil cases before Judge Luce, I can unhesitatingly say that to my mind he possesses, to a marked degree, the qualifications essential to a good Judge. Fair, impartial, possessing a good legal mind and the ability to distinguish between the true and the false, it would be nothing less than a calamity not to retain him in his present place."

Picture Frames, Froide's, opp. P.O.*

**Don't Watch Mission and Ocean Beaches Grow—Grow With Them!**

### Banker-Farmer Notes

Chambersburg, Pennsylvania, banks and Chamber of Commerce at the beginning of 1923 mapped out a vigorous program for the promotion of agriculture in the county. Throughout the year they assisted in keeping the farm organizations functioning and distributed to them agricultural bulletins and information of interest. They held rural community meetings and entertainments, exhibits of farm and home products, and advertised home products. One specific result was to induce a milk receiving station to locate in the vicinity, and during the first month $20,000 was paid the farmers for their milk. This marked the turning point in the farmer's business.

California bankers created an emergency fund of $1,000,000 at a meeting recently in San Francisco to combat the foot-and-mouth disease which has broken out in that State. The Federal and State governments each pay one-half of the appraised value of the animals slaughtered, and the State government was not prepared to meet this unexpected expense. The bankers agreed to supply the funds needed as a loan to the State government.

The Vermont Bankers Association offered $1,000 to winning club members in 1923. Part of the funds was used for prizes for project leaders, but between five and six hundred dollars was awarded to outstanding boys and girls winning in the various projects.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

FRESH, HOME-MADE
CANDIES
EVERY DAY AT THE
O. B. Candy Kitchen
A. DEMOS, Proprietor
5010 Newport Ave., Ocean Beach
SPECIAL---Fresh Divinity Balls, 5c

It's Not Far to a FABER Store

Classified ads. get quick results

**POSTOFFICE SCHEDULE**
H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

If your business isn't worth advertising—quit your business.

PACIFIC BEACH
Community League
Organized to Advance the Best Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
CARL S. CLARK, Secy.-Treas.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

You'll Like "LOMA LORE" series.
Don't miss an issue.
Subscribe now!

The Ocean Beach Chamber of Commerce
OCEAN BEACH
Regular meeting—First Monday in each month.
Policy Committee meets second Monday in each month.
Board of Directors meets third Monday in each month.

MERRY-GO-ROUND